

## Speech Acts Used in 2024 General Election Discount Promo in Instagram

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### To cite this article:

Giyatmi, G., Arumi, S., & Wijayava, R. (2024). Speech Acts Used in 2024 General Election Discount Promo in Instagram. *ENGLISH FRANCA: Academic Journal of English Language and Education*, 8(2), 291–302. <https://doi.org/10.29240/ef.v8i2.11305>

**Abstract.** The research aims to describe types of speech acts employed in the context of the General Election 2024 discount promotion by making an intersection between Yule's and Searle's classification of speech acts. The research belongs to descriptive qualitative research. The writers only chose discount promo utterances using English as the data. They are from @giladiskon on February 13-14, 2024. The writers used take notes to in collecting data. The data analysis process includes data reduction, data display, and conclusion. There were 36 utterances of discount promo. The writers found 28 types of direct speech acts with statement sentences (3) and imperative sentences (25). These direct speech acts consist of direct-directive speech acts (3) for request, direct-commissive speech acts (23) for promises and offers, and direct-representative speech acts (2) for information. Meanwhile, there are 8 indirect speech acts with statement sentences expressing promise and offer. Direct speech acts are frequently applied because they are regarded as a more straightforward means of conveying intention. Direct and indirect-commissive speech acts are commonly used in advertisements to convey promises and offers, to increase voter confidence in the perceived benefits of taking part in the process of electing.

**Keywords:** *Speech Act, Direct Speech Act, Indirect Speech Act, Discount*

## Introduction

The Indonesian government held a five-year event to elect a President, Vice President, and people's representatives for the next 5 years on February 24<sup>th</sup>, 2024. Realizing the importance of this election to the Indonesian people, it is hoped that the Indonesians will use their right to vote. One of the efforts to encourage people to use their right to vote is the *Klingking* (Little Finger in English) Fun 2024 program, a collaboration program between Apindo (*Asosiasi Pengusaha Indonesia*) with Hippindo (*Himpunan Peritel & Penyewa Pusat Perbelanjaan Indonesia*) and APPBI (*Asosiasi Pengelola Pusat Belanja Indonesia*). *Klingking* Fun 2024 is a special discount party for eligible voters in the 2024 general election by showing their inked finger as a sign that they have voted at the polling stations.

Nowadays, social media plays a huge role in communication between sellers and buyers for offering merchandise to customers and potential buyers online. One social media platform that strongly and significantly affects a business is Instagram. Instagram is one of the most effective advertising media. According to Bovee and Arens, advertising is now defined as the distribution of not private content about goods and services through a particular medium, usually at the expense of a specific sponsor to persuade (Rehman et al., 2019). Advertising is a method of communication in which someone provides appealing information and offers to attract the public's attention and motivate them to use the things available. Advertising is frequently related to persuasive language since it seeks to invite, encourage, and influence. (Fitria, 2021).

Article info:

<http://journal.iaincurup.ac.id/index.php/english>

Received 24 April 2024; Received in revised form 10 July 2024; Accepted 24 August 2024, Available Online 24 November 2024

Published by Institut Agama Islam Negeri (IAIN) Curup on behalf of ENGLISH FRANCA: Academic Journal of English Language and Education. This is an open-access article under the CC BY-SA license Copyright (c) 2023 Author

Instagram is a great marketing tool that firms should use to its best potential. Instagram is currently the best solution for marketing at the correct time (Macit, Bilal & Baş, 2023). Instagram has become one of the social media platforms with the greatest influence on product sales for businesses. Instagram offers numerous benefits to business owners seeking to build and expand a business identity through appealing communication (Fitria, 2021). Instagram was used to spread information about the election discounts offered by some products in *Klingking Fun 2024*. As the majority of Indonesians are Instagram users, it is an effective medium for spreading information.

Advertising is a form of communication that is specifically designed to convey a particular message to a defined audience to influence their behavior, such as encouraging the purchase of a product, the use of a service, or the support of an idea. As a form of communication, advertising consists of a speech act since it provides information about a product's qualities and benefits. Speech acts are effectively employed in advertising because they are used for conveying messages that encourage audiences (viewers, readers, or listeners) to buy or take actions based on the products, ideas, or services provided (Wayan Sukarini, 2022). Effective speech acts also engage customers' emotions, demands, and requirements, and influence their behavior.

An example of a discount promo utterance found on Instagram is from Gokana, a full-service Japanese restaurant that presents a variety of Japanese dishes with Indonesian flavors that are Halal, savory, and delicious at affordable prices since 2004. Gokana released the discount on the 2024 Indonesian general election by mentioning "Buy 1 main course to get 1 add-on". The line consists of utterances that influence and persuade the customers to buy 1 main course from Gokana to get 1 free add-on after they give their vote on the election. Gokana offered their customers an extra menu such as egg rolls, cheesy fish balls, and *gyoza* (Japanese dumplings filled with ground meat and vegetables) if they bought any main course on Election Day. The utterance belongs to a speech act specifically a commissive speech act.

The writers are interested in several discount advertisements that appear on Instagram. It encouraged the writers to conduct research related to advertisements that appeared in the *Klingking Fun 2024* Program, especially in terms of speech acts. The results of the research are expected to be applied in various fields, ranging from business to education. This research also helps society understand how language is used to influence others in various contexts, such as advertisements. By understanding how language is used to manipulate, society will be more critical in responding to the information they receive, whether from social media, advertisements, or other sources. The results of your research can be used as teaching material in language, communication, or psychology subjects.

The writers used Yule's speech act theory which looks at the relationship between sentence structure and sentence function which includes direct speech acts and indirect speech acts. Furthermore, the writers tried to create an intersection between Yule's classification of speech acts (direct and indirect speech) with Searle's classification of speech acts (representative, declarative, directive, expressive, and commissive). So far, the writers have not found any research that crosses those two types of speech act classifications.

## **Theoretical Framework**

### **Speech Acts**

In the broader context, speech acts refer to actions performed using speech. (Kartika, 2019). Not only do the utterances include words and grammatical structures, but they also involve actions. In linguistics, a speech act is described as an utterance based on the speaker's intention and the impact it has on the listener. (Mardiani & Leviani, 2022). Speech acts refer to actions performed using speech. Further, speech act is a branch of pragmatics that explores how words can be employed to perform acts and transmit information. (Nurhidayah et al., 2024). According to Austin as cited in (Afzaal, 2022), speech acts illustrate emotions and social interactions, such as regrets, thanks, requests, warnings, and so on.

Speech acts are divided into two categories: Indirect Speech Acts and Direct Speech Acts (Mardiani & Leviani, 2022). An indirect speech act investigates the hidden meaning or

sincere purpose of a statement. The indirect connection between the structure and function of speech is being explored (Prastya, 2023). Furthermore, if there is a relationship of indirectness between the utterance's function and structure, then indirect speech acts will take place. Indirect speech actions are speech acts that occur if the speaker uses the speech intention, not by the speech intention. For example, declarative words that speakers generally use to inform something partners, in speech used to order (Mulyana & Engliana, 2021). Conversely, using indirect speech allows someone to be more thoughtful in their speech while yet remaining modest. Usually, when someone uses indirect speech, it's because they are reluctant to convey themselves directly or because they are far away from the other person (Ariyanti, 2014). Indirect speech acts can be understood by interlocutors who understand contextual meaning. Conversely, indirect speech acts are employed to create utterances with an objective that is obvious given the context and circumstances of both the speakers and the listeners of the utterances (Utomo & Mubarak, 2023).

Direct speech acts occur when all of these types of words or utterances consistently accomplish their functions. Direct speech refers to using phrases or utterances in specific ways with their typical function. (Prastya, 2023). The direct speech act will be relevant if there is an obvious connection between the utterance's function and its structure. Direct speech acts are those in which speakers employ language that reflects their purpose. Imperative sentences are used when the speaker desires to rule or invoke another person. Declarative sentences are used when a speaker wants to notify another person. When the speaker wishes to ask the other person a question, she utilizes the interrogative sentence structure. (Mulyana & Engliana, 2021). Additionally, direct speech acts make it easier for the listener to comprehend what the speaker is trying to convey. The speaker's actions and words are interchangeable. There would be no implied meaning otherwise. For example, the speaker intends to declare or announce something with this utterance, which is part of a declaration sentence. (Rahmayanti et al., 2021). Direct speech acts are used when someone wants to tell their listeners directly. In most cases, the speaker is someone who already has a close relationship with the listeners or holds a higher position. (Ariyanti, 2014).

Another speech act classification is given by Searle which includes Representative, Declarative, Expressive, Directive, and Commissive. Representative speech acts are those that aim at committing the speakers to something. Representatives' speech acts relate to the speakers' beliefs and the speakers' observation of specific events. Statements of fact, assertions, conclusions, and descriptions can be classified as this speech act. Speech acts known as directives are used by speakers to encourage listeners to do something. Requesting, questioning, commanding, ordering, and suggesting are some examples of directive speech acts. Commissive speech acts commit a speaker to some future or upcoming intention or action. They include promising, threatening, offering, refusing, and pledging. Expressive speech acts reflect speakers' feelings about certain situations and conditions. Among these speaking acts are expressions of gratitude, regret, welcome, and congratulations. Declarative speech acts are speech acts that have the immediate effect of changing the institutional condition of affairs. Among these speech acts are ex-communication, war declarations, christenings, and job terminations (A. Hidayat, 2016) (Mardiani & Leviani, 2022),

.Searle (1994), characterizes speech acts as the fundamental or minimum unit of linguistics in the process of communication. He continues stating that speaking a language is performing speech acts. (Oktadistio et al., 2018). It means advertising (indirect communication) consists of a speech act. Yeshin in (Rababah, 2023) Mentions that in advertising, speech acts offer information about product characteristics and benefits, but effective speech acts engage customers' feelings needs, and requirements to affect their behavior.

### **Previous Studies**

There has already been plenty of research about speech acts in advertising. First, Luqman M Rababah's Examining Speech Acts in Jordanian Advertising: Pragmatic Functions, Linguistic Features, and Rhetorical Devices show that the three most common speech act

kinds in Jordanian advertising are directives, statements, and demands. Second, Types of Illocutionary acts used in Slogans of Home Appliance Advertisement by Riska Yuliani and Havid Ardi mention that the most used illocutionary acts are representative because in-home appliance advertising slogans speakers more often state information and explain the truth of the product. Third, Written Speech Found in Advertisements on Indonesian Online News Websites by Nurhapsari Astriningish and Widiarto Adhi Setiawan and Balri Bram conclude that representative speech act (59%) and directive speech act (41%) are the only speech acts found in the advertisement. The use of representative speech acts to emphasize the better quality of the goods and services, meanwhile, the use of directive speech acts is usually preceded by the appearance of representative one. Fourth, Analyzing Speech Acts in Lebanese Arabic, French, and English Beer Advertisements: A Cross-Cultural Study of Speech Acts by Carla Kfoury reveals that in contrast to Lebanese Arabic and French beer advertisements, where assertive appear to be preferred, English ads use instructions more frequently than assertive. Lebanese advertisements emphasize collectivism and patriotism more than English advertisements, which emphasize individualism and self-satisfaction. The emphasis on product origin and nation in French beer advertisements may have anything to do with patriotism. It shows that while speech acts are used everywhere, their application is highly influenced by national cultural norms.

Fifth, Pragmatics Analysis of English Slogans Used in Motorcycle Advertisement by Wisnu Wardani concludes that representative speech acts (15 utterances) are the most dominant speech act used. Sixth, Speech Acts of Written Texts in Fast Food Online Advertisements by Hamdi Khalis bin Kadri, Muhammad Khair Abd Razak, and Nur Shafiqah Abdullah report that the substantial quantity of directive speech acts suggests that telling the viewers what to do directly is the most prevalent strategy of convincing them to buy the products. Conversely, the small percentage of commissive speech acts may suggest that committing is the least effective strategy used by businesses, most likely because of the potential that they will not follow through on their promise. Seventh, Stefany Julaiwati on Speech Acts on McDonald's Slogan and Headlines in Written Advertisement states that the most common kind of speech acts used are representatives, which are followed by directives and expressive. The lack of commission suggests that threatening or making promises to promote is a bad promotional tactic. In the meantime, the lack of announcements suggests that the copywriters' institutional roles to carry out the deed are nonexistent. Besides, there is a direct correlation between the communicative function and the structural form of all 34 speech acts.

Eighth, Fitria Novianti, Regita Ratna Dewi Mulyani's An Analysis of Speech Act in Advertising of Child Milk on Television shows that television advertisements for kid milk use declarative, representational, expressive, and commissive act illocutionary types. A television commercial for kid milk uses an illocutionary function to demonstrate supremacy in a representative and commissive manner. This suggests that the representative has a statement and an affirmation. Additionally, this shows that the speaker made a promise to the audience in the commissions. Ninth, A Speech Act Analysis of Written Adverts of Soft Drinks in Nigeria (2000-2006) by Innocent Chiluwa shows that in the advertisement, the representational speech act and the directive speech act are more commonly shown. Requesting, appealing, claiming, reporting, asserting, and suggesting are all involved in the two speech acts. Given that they specifically appeal to the consumer's perceptions of ego, sex, class, and self-worth, these seem to be the most compelling tactics in the advertisements. Tenth, The Main Features of Speech Acts Usage in Food Advertising Discourse by Olga Valerevna Strizhkova, Olga Vladimirovna Kabanova, Maria Vasilyevna Scherbakova, Elena Aleksandrovna Mokrickaya, Galina Valentinovna Terekhova, concludes that the primary speech act with the most persuasive force in written food staff advertisements is the directive and representational speech acts. The primary goal of the meal advertising strategy is to engage consumers by emphasizing the benefits of the products being sold and persuading them to buy them.

The above studies all focus on the types of speech acts based on Searle's theory in which the Speech Act can be divided into representative, directive, commissive, declaration,

and expressive. According to previous research, the most frequently used speech acts are representative, directive, and expressive. Of the previous 10 studies, only one has discussed the direct relationship between the function and structure of sentences which is known as direct speech act. However, this study has not further classified the speech act based on representative, directive, commissive, declarative, and expressive speech acts yet. In this article, the writers focused on the directness and indirectness of the speech acts used in the 2024 General Election Discount Promo during the *Klingking Fun 2024* Program. In addition, the writers would like to cross Yule's direct and indirect speech acts with representative, directive, commissive, declarative, and expressive speech acts as proposed by Searle.

## Material and Method

The research belongs to a descriptive qualitative since it describes the phenomenon of speech acts used in discount promo in the 2024 Indonesian General Election. The data of the research are utterances used in general election discount promo found on Instagram. The source of the data is the @giladiskonn account since this account is verified by Instagram and has 2.1M followers. The data were taken from February 13-14, 2024. The technique of data collection applied in the research was *taken note*. The writers collected the data by accessing the discount account and then wrote all the data in the notebook. The process of data analysis consists of data reduction, data display, and conclusion. There were some similar data so the writers reduced them. Then the writers displayed the data in a table.

## Results and Discussion

The study found 36 speech acts related to discount promo on @giladiskonn's account. The speech acts were classified based on their directness and indirectness then the writers tried to mix them with Searle's types of speech acts. The table below clearly shows the classification of the speech acts.

**Table 1.**  
Research Finding

| No | Types of Speech Acts       | Numbers | Numbers |
|----|----------------------------|---------|---------|
| 1  | Direct Speech Acts         | 28      |         |
|    | Directive Speech Acts      |         | 3       |
|    | Commissive Speech Acts     |         | 23      |
|    | Representative Speech Acts |         | 2       |
|    | Indirect Speech Acts       | 8       |         |
|    | Commissive Speech Acts     |         | 8       |
|    | Total number               | 36      | 36      |

Based on the table above, it can be seen that there were 36 speech acts found during the research. Having seen from its directness and indirectness, there are two types of speech acts, namely direct speech acts (28 data), and indirect speech acts (8 data). Next, the direct and indirect speech acts were further mixed with Searle's speech act theory. From the table above, it appears that the types of direct-directive speech acts (3 data), direct-commission speech acts (23 data), and direct-representative speech acts (2 data). Meanwhile, the writers found indirect-commission speech acts (8 data)

### Direct Speech Act

Direct speech act means when there is an apparent connection between the structure and function of the utterance. In this research, the writers found 28 direct speech acts. The writers determined this classification based on the direct relationship between the form and the function of the sentence. Based on the results of the data analysis, it is clear that there is a direct connection between the sentence structure used in the 2024 Indonesian general election discount promo and the function of the sentence. The writers found two forms of sentence applied in the direct speech acts as seen in the following table;

**Table 2.**  
Direct Speech Acts

| No | Types of Sentences                 | Numbers |
|----|------------------------------------|---------|
| 1  | Statement sentence for information | 3       |
| 2  | Imperative Sentences for request   | 25      |

### Statement Sentence for Giving Information

There are 3 data of speech acts with statement sentences used to give information therefore; they are classified as direct speech acts. Those speech acts include; Election Discount on 14 February 2024, Election Promo 1 day only, Election Vote Promo.

All the speech acts above belong to ellipsis. According to Goddard (1998, p. 123), the deletion of structure components employed in spoken and written language to make the sentences more effective and shorter. Ellipsis has a particular role in advertising language since it eliminates words without altering the persuasive message of the ads. (Cayestu & Pasaribu, 2020). Ellipsis is used to avoid repetition, to make sentences more concise, and to create a more natural flow of the speech or text. The speech acts consist of ellipsis because there are parts omitted. Meanwhile, the full sentences are [There is an] Election Discount on 14 February 2024, [We have] Election Promo 1 Day Only, and [There is an] Election Vote Promo. If we observe the full version of the speech acts, they belong to statements sentences since they start with Subject then followed by Predicate, and have full stop marks at the end of the sentences. Those statements sentences are used to give information about discount promotion during the general election in Indonesia.

### Imperative sentence for asking someone to do something

There are 23 speech acts in the form of imperative sentences functioning to ask someone to do something. They are included in imperative sentences because of the use of infinitives without verbs at the beginning of the sentence. Meanwhile, based on its function, the imperative sentences in speech acts are used to order someone to do something. The writers found 5 infinitives without verbs used in the promotion discount, such as Vote (Vote for free *mendoan!*), Show (Show your inked finger!), and Buy (Buy 1 Get 1!).

Structurally those speech acts belong to imperative sentences due to the absence of the subject, the use of infinitives without verbs, and the use of exclamation marks at the end of the sentences. Meanwhile, the sentences above function to ask the customers to do what is mentioned in the sentences. Thus, there are obvious relation between the sentence structures and their functions.

### The intersection of the Direct Speech Act with Searle's Speech Acts

Having known the direct speech acts used on this promotion discount, then the writers specified the direct speech acts into their types of speech acts based on Searle's theory. There are 5 types of speech acts from Searle's theory Representative, Declarative, directive, expressive, and commissive. Having analyzed the direct speech acts, the writer found direct-representative speech acts (2), direct-directive speech acts (3), and direct-commissive speech acts (23)

### Direct-Representative Speech Act

Direct-representative speech acts are those in which the speaker expresses their belief and observation of an event directly. The speech act includes factual statements, conclusions, and descriptions. Direct-representative speech acts in this study refer to direct speech acts containing descriptions and factual statements that appear in the form of conveying information to listeners/readers explicitly. The writers found 2 data of direct representative speech acts.

Here is the example; Election Discount on 14 February 2024 ([There is an] election discount on 14 February 2024). This utterance is from Feel Matcha, a unique cafe and dessert that serves a variety of dishes with *matcha*, or green tea powder from Japan with halal

certification in Indonesia. The speech act provides information that Feel Matcha gave a discount on February 14, 2024, which coincided with the General Election in Indonesia.

Direct-representative speech acts are often used because of the success of this type of speech act in conveying clear, correct, and transparent information that is needed during the communication process.

### **Direct-Directive Speech Act**

Speakers use direct-directive speech acts to inspire their audience to take action directly. Directive speech acts include requests, questions, commands, orders, and suggestions. In this study, the direct-directive speech acts appear in the form of requests that begin with bare verbs referring to voting requests during the general election such as Share your Love Show your finger! Show your inked finger! Show your election ink. The writers found 3 data belonging to direct-directive speech acts. The following is the example of the finding; show your inked finger! After giving the vote, the voters must dip their finger in the purple ink as the sign that they have given their vote. This speech act is found in Bakmi Daging Legenda Pejaten Raya. The speech act requests the customers to show their inked fingers to the seller so that they would get a discount on Bakmi Daging Legenda Pejaten Raya.

In a variety of social contexts, the ability to manage and respond to requests or directions through direct-directive speech acts is essential. They are essential to communication because they give speakers the ability to directly affect how other people behave. Understanding direct-directive speech acts helps in effectively managing and responding to requests or instructions in both formal and informal contexts.

### **Direct-Commissive Speech Act**

Direct-commissive speech acts are a type of speech act where the speakers directly commit to act in the future. In simple terms, this means that the speaker promises, offers, or guarantees that they will do something. There are 23 direct-commission speech acts. The direct-commissive speech acts found in this research belong to offering and promising. Offering refers to an offer that is considered voluntary since it is made for the benefit of the offeree. Thus, the basic components of the offer concept are the addressee's possible need, the speaker's voluntary assistance, and generosity. (Ad-darraj et al., 2012). Here is an example of a direct-commissive speech act that belongs to offering; Vote for free Mendoan. In this utterance, the seller offered free *Mendoan* but on the condition that they used their right to vote in the election first.

Meanwhile, Promising is a kind of commissive speech act in which the speaker's illocutionary force commits to perform an action in the future for the benefit of the listener by expressing his proposition to the listener (Searle, 1969 in César Félix-Brasdefer, Ph.D. - [cfelixbr@indiana.edu](mailto:cfelixbr@indiana.edu) in <https://pragmatics.indiana.edu/speechacts/promises.html> ). Types of direct-commission speech acts also appear in the form of promising. Direct-commissive speech acts of a promising type appear when the seller promises something related to discounts after the buyer votes in the election. Examples of utterances with this type of speech act are vote and enjoy FLOSS only Rp 10RB, Show your marked finger. Enjoy 140K for 2, Vote & Get a discount of 17% on all items.

In the three speech examples, the seller tells the buyers to use their right to vote in the election which is represented by the presence of Vote, and show marked finger. After that, the sellers will fulfill their promise by giving a discount which is reflected in the use of Enjoy FLOSS only Rp 10RB, Enjoy 140K for 2, and get a discount of 17% for all items.

### **Indirect Speech Acts**

Indirect speech acts appear when there is an unrelated relationship between the structure of the utterance and its function. The writers found 8 data included in indirect speech acts. In this research, the utterances in the discount promo are categorized as indirect speech acts when they belong to a statement sentence however they are not used to give information. The writers found 2 kinds of Indirect Speech Acts such as;

**Table 3.**  
Indirect Speech Acts

| No | Types of Sentence       | Number |
|----|-------------------------|--------|
| 1  | Statement for promising | 4      |
| 2  | Statement for offering  | 4      |

### Statement sentence for promising

4 indirect speech acts are functioning for promising examples Here are the examples of the speech acts; 1 vote & Get Promo, Your Voice Your Discount, Your Vote Your Gift, and Your Voice Your Tea.

All the sentences above are statement sentences that have a subject, predicate, and subject, but some parts of the sentence are omitted. This is known as ellipsis. All the speech acts above belong to indirect speech acts because all the statements sentences above function as promising, such as Your voice [is] your discount from KopiSoe, a local milk coffee business in Indonesia. KopiSoe promises the buyers to give discounts if the buyers give their voice in the general election.

### Statement sentence for offering

4 indirect speech acts are functioning for offering, such as Special Price Pemilu, Election Day 2024. 14.000/menu, Election Day Special Deal, Election Special. 200% off for BRI card holders and 15% off for regular.

All the sentences actually have a subject and predicate, however, some parts are reduced, so they are classified as ellipsis sentences. An example of this speech act is Election Special. 20% off for BRI Card holders. 15% for regular. The full sentence for the utterance should be ([The] Election [is] Special [because there are] 20% off for BRI Card Holder [and] 15% off for regular). Even though all the sentences belong to statement sentences, they are used to offer instead of to give information specifically when the utterance mentions that there is 20% off for BRI Card holders and 15% off for regulars.

### The Intersection of the Indirect Speech Act with Searle's Speech Acts

Having known the indirect speech acts used on this promotion discount, then the writers specified those indirect speech acts into types of speech acts based on Searle's theory. There are 5 types of speech acts from Searle's theory Representative, Declarative, directive, expressive, and commissive. Having analyzed the indirect speech acts, the writers found indirect-commissive speech acts (8).

### Indirect-Commissive Speech Act

Indirect-commissive speech acts are a type of speech act where the speaker commits to a future action or promise in a way that is not explicitly stated. Instead of directly stating the commitment or promise, the speaker implies it through more indirect or nuanced language. There are 8 data belonging to indirect-commission speech acts. The utterances consist of promising (4) and offering (4).

Indirect-commissive speech acts that function as promising appear in slogans such as Your Voice. Your Discount (Your voice [is] your discount). This utterance belongs to the type of indirect-commissive speech act that functions as a promise. The utterance is a statement sentence in form, but it functions as a promise. In the utterance, the seller promised that by using the right to vote, the buyer would get a discount. Other utterances belonging to this type are Your Vote Your Gift, Your Voice Your Tea, and 1 Vote & get promo.

Indirect-commissive speech acts that function as offerings can be found in utterances like Happy Election Day up to 50% off ([The] happy Election Day [discount is] up to 50% off). The speech act belongs to the indirect because the utterance is structurally in the form of a statement sentence. However, functionally, the utterance intends to offer. The buyer promised to give a discount of up to more than 50% to every buyer who bought his product on the day of the election. Other utterances belonging to indirect-commissive speech acts are Special offer election day ([There is a] special offer election day), Special Price Pemilu ([We have]



special price Pemilu), Election promo ([There is an] election promo), Election Vote Promo ([We have] election vote promo).

## Discussion

The results demonstrate that direct speech acts are more prevalent in the promotion of the February 14, 2024 election discount advertisements in Indonesia. Of the 36 speech acts identified, 28 (70%) are of the direct speech act variety. Meanwhile, Prastio concludes that the makers of online advertising products tend to use indirect directive speech act communication patterns. (Prastio et al., 2021). The use of indirect speech patterns is intended to provide persuasion to the readers of online advertisements to use the goods and or services offered by the makers of online advertising products.

The use of direct speech acts aims at delivering information straight away and obviously to the listener. The direct speech acts are easily understood by the students. (Zulianti & Nurchurifiani, 2021). The use of direct speech acts facilitates the comprehension of the speaker's intended meaning to the listener. The speaker's utterances and actions are in alignment. In the absence of such context, no implied meaning can be derived. (Rahmayanti et al., 2021). Direct speech acts are frequently employed to highlight urgency or necessity in advertisements.

The use of direct speech in advertising facilitates the comprehension of messages by readers or listeners. The use of "Vote for free *Mendoan*" (direct speech act) is more readily understandable than "You might want to consider participating in the voting to have a chance at getting free *mendoan*" (indirect speech act).

Direct speech acts offer information that is readily comprehensible without the necessity for further interpretation. The brevity and clarity of the slogan "Vote for free *Mendoan*" facilitate comprehension of the message, which encourages readers to vote in order to receive a complimentary *Mendoan* upon making purchases of Teh Tong Tji.

The distance between a speaker and a listener determines the utterance produced by the speaker. Furthermore, the use of direct speech acts can facilitate a sense of intimacy between sellers and potential buyers. By employing direct speech acts, sellers can establish a more direct and personal connection with the audience. Direct speech acts are employed to demonstrate intimates in informal conditions and to prevent confusion in urgent conditions. (Ariyanti, 2014). In this case, the seller is trying to create closeness with his potential customers, so the seller chooses to use direct speech acts. This closeness is created so that buyers feel comfortable and finally interested in buying their products.

The indirect speech acts are less used in the research. Reasonable indirectness is considered to be preferable to straightforward direct communication in regular talks, particularly among strangers. Indirect speech acts are more polite for the recipient. (Li, 2016). Indirect speech acts correlate with politeness more than direct speech acts. Cultural, experience, and background information can prevent pupils from understanding their lecturers' suggested meaning as stated by Yule in (D. N. Hidayat et al., 2022). The use of indirect speech acts in social media advertising with politeness contributes to a warmer and less pressing message. It encourages the audience to interact naturally with the product or service, thereby sustaining a positive relationship and improving the audience's sense of connection and interest. This strategy makes the advertisement appear more like a suggestion or advice than a straight request, which is frequently more acceptable to social media viewers.

Meanwhile, in this research, the writers found that commissive speech acts (promising and offering) are the most widely used speech acts both directly and indirectly. The rest are the representative speech acts and direct speech acts. From some previous studies, by putting aside the direct and indirect forms of speech, the speech acts that are often used in advertisements are representative and directive. (Chiluwa, 2007), (Strizhkova et al., 2018), (Astriningsih et al., 2020). Additionally, representative speech is used to highlight the higher standard of the goods and services being offered. (Ardi & Yuliani, 2013), (Wisnu Wardani, 2018). The household equipment advertisement utterances (the research data) frequently state information and emphasize the reality of the product.

Meanwhile, Novianti and Malianti found a commissive form that appeared in the form of giving promises. (Novianti & Maliyani, 2018). In contrast, the limited number of commissive speech acts may indicate that committing is the least effective method utilized by corporations, most likely because of the possibility that they will not follow through on their promise. (Kadri, 2021). The absence of commissions implies that using threats or promises as a means of promotion is a poor strategy for advertising. (Juliwati, 2020).

In the *Klingking Fun 2024* program, the use of both direct and indirect commissive speech acts is considered an effective strategy for garnering support for voting rather than simply providing information and requests. The use of commissive speech acts in which promises and offers were made is intended to attract a greater number of people to use their voting rights in the 2024 elections. By including promises and offers in the advertisements, voters will be more certain of the benefits they will receive from engaging in the electoral process. To illustrate, the utterance Vote & Enjoy FLOSS only Rp. 10RB/pc is used in the advertisement for the discount offered by MAKO. MAKO is a recently established Japanese-inspired bakery and cake shop that boasts an impressive array of pastries, breads, cakes, and cookies on its menu. FLOSS is one of the items available for purchase at MAKO. The standard price for FLOSS is Rp. 11,500, but with the election discount, voters are assured the opportunity to purchase FLOSS for only Rp. 10,000. It is anticipated that this discount will capture the attention of voters and encourage their participation in the 2024 elections.

Furthermore, the use of directive forms is evident in advertisements for discounts on the *Klingking Fun 2024* program. The directive form is observed to occur exclusively within the context of directive speech acts, as evidenced by a total of three instances. In contrast to the views expressed by Kadri who asserted that the prevalence of directive speech acts indicates that instructing viewers on how to proceed is the most common approach for encouraging the purchase of products, the writers' findings suggest that in this particular instance, the objective is to encourage Indonesian citizens to use their right to vote in elections, which are often marked by the act of marking one's finger with ink. This can be seen in the following examples: "Share your Love and Show your finger!" "Show your inked finger!" and "Show your election ink."

In contrast, the least representative form is employed in discount advertisements on *Klingking Fun 2024*. The data set comprises only three representative instances, which exclusively manifest in direct speech acts. This is in stark contrast to the findings of previous studies, which indicate that representative Speech act is the most prevalent form. In this study, direct-representative speech acts manifest as notifications of discounts or promotions on the day of the election, specifically on February 14, 2024, such as "Election Vote Promo," "Election Promo 1 Day Only," and "Election Discount on February 14, 2024."

## Conclusion

Providing promotions or discounts on a range of products during election events has the potential to attract attention and increase participation in an attractive and effective manner. These special offers serve to provide consumers with a direct incentive to purchase products, while simultaneously creating an emotional connection and engagement with the event itself. One illustrative example is the Indonesian government's *Klingking Fun 2024* Program. This initiative must be accompanied by an effective communication strategy, one of which is the use of speech acts. The deployment of speech acts in social media advertisements is a pivotal factor in influencing audience behavior and fostering relationships with them. In terms of direct and indirect speech acts, the writers identified 28 distinct types of direct speech acts, which manifested as statement sentences and imperative sentences. Additionally, they identified eight distinct types of indirect speech acts, which appeared in the form of statements that functioned to promise and offer. Direct speech acts were observed to be more prevalent in election promo advertisements, as they facilitate the clear and direct conveyance of information to the buyer.

Moreover, an analysis of the 28 direct speech acts revealed three direct-representative speech acts, which conveyed information, three direct-directive speech acts, which took the

form of commands, and 23 direct-commissive speech acts, which functioned as promises and offers. Additionally, the researchers identified eight instances of indirect commissive speech acts, which manifested as promises and offers. The findings indicate that direct and indirect commissive speech acts are particularly prevalent during the *Klingking Fun 2024 Program*. By incorporating promises and offers in advertisements, candidates can enhance voter confidence in the perceived benefits of electoral participation. Having observed the utterances used in general election discount promos, the writers still find some aspects that can be used for further research. Other researchers may have researched the linguistic characteristics used in the discount promo utterances. Furthermore, the writers also find the use of language plays on the discount promos during Indonesia's 2024 general election.

### Acknowledgment

We would like to express our gratitude to LPPM Universitas Veteran Bangun Nusantara Sukoharjo for supporting this research. We would also like to thank the researchers and collaborators who contributed their time and skills to this project.

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